

# **SYSTEM, METHOD, AND PROGRAM PRODUCT FOR NAVIGATING AND MAPPING CONTENT AT A WEB SITE**

## **ABSTRACT**

User socialization with and social visualization of web sites is provided with a mapping data  
5 structure representing two or more categories. Each of the categories is divided into  
subcategories of ordered levels of specificity. Each of the ordered levels of specificity is also  
grouped into subcategories of the same levels of specificity.